



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: July 22, 2008

TO: Mayor and Councilmembers

FROM: Planning Division, Community Development Department

SUBJECT: *Plan Santa Barbara:* Professional Services Contract To Conduct Public Opinion Survey

RECOMMENDATION: That Council:

- A. Authorize the Community Development Director to execute a professional services agreement with Fairbank, Maslin, Maullin & Associates for \$29,740, plus \$2,974 in contingency funds for extra services, if determined necessary, for a total of \$32,714 for conducting a public opinion survey for *Plan Santa Barbara*; and
- B. Appropriate \$32,714 from the General Fund Unappropriated Reserve to the Fiscal Year 2009 Community Development *Plan Santa Barbara* Program with the funds to be reimbursed by the General Plan Update fee.

DISCUSSION:

At the request of the community and the City Council, on May 23, 2008, staff issued a Request for Proposal to 12 qualified firms to provide opinion research services related to *Plan Santa Barbara* policy opinions. Two proposals were received and after careful review and consideration, staff is recommending the firm of Fairbank, Maslin, Maullin & Associates (FMM&A).

FMM&A has proven to be a highly qualified firm with previous public policy experience in providing community surveys to inform strategic planning and measure public opinion satisfaction with municipal services throughout California, including within Santa Barbara County. FMM&A provided the City with research services related to the City Utility User's Tax.

An appropriate scope of work and budget has been negotiated that will include the following key tasks:

Questionnaire Design: FMM&A will work with staff to design the survey to ensure the results help to answer the key questions now under discussion through the *PlanSB* process. Staff clearly recognizes that the framing of the questions is critical to obtaining responses that reflect the variety of opinion found in a representative cross section of the community.

Field Survey: The survey will be 20 minutes, reaching 400 respondents through a Random-Digit-Dial telephone process, with special consideration for cell phone users. The interviews will be conducted in English and Spanish. The survey questionnaire will then be filled in with the percentages choosing each response code.

Data Analysis: FMM&A will utilize Survey System in their analysis, a well-documented and widely-used data analysis software package, to report the tabulation and cross-tabulation of data. In addition, the SAS social science analysis program may also be employed for the more advanced statistical analysis. Responses to every question in the survey results will be broken down by demographic, geographic and attitudinal subgroups.

Reports and Presentations: A written summary and analysis of the survey, including tables and graphs, will be prepared as well as any recommendations requested by the City. Key findings will be presented with color slides highlighting important results from the survey. The survey is scheduled to be completed in August, the findings of which will be incorporated into the next *PlanSB* report to the Planning Commission in early September, and in the Planning Commission recommendation to Council in October.

BUDGET/FINANCIAL INFORMATION:

The professional services budget for the *Plan Santa Barbara* project is approximately \$2,665,000, roughly divided between planning assistance, \$860,000; environmental review, \$1,305,000 (including the recent contract amendment); and implementation, \$500,000. These are the budget estimates that were used to calculate the General Plan Update fee which is currently set at 11% on all building permits with new square footage.

The General Plan Update fee was adopted to provide reimbursement, over a 16-year period, for *Plan Santa Barbara* costs financed up-front by the General Fund. The current budget augmentation request of \$32,714 for the *Plan Santa Barbara* Public Opinion Survey contract can be covered by the current fee, with a relatively minor two-month extension of the 16-year repayment period. Staff recommends that the life of the reimbursement period be extended approximately two months to cover this additional budget augmentation.

PREPARED BY: John Ledbetter, Principle Planner

SUBMITTED BY: Paul Casey, Community Development Director

APPROVED BY: City Administrator's Office